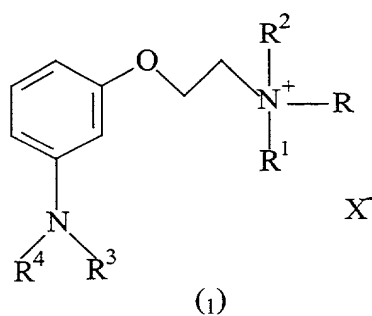


ABSTRACT

Couplers for hair coloring compositions for oxidative dyeing of hair are compounds of the formula (1):



wherein X is selected from halogen and R^5SO_4 where the halogen is preferably Cl, Br or I; R, R^1 and R^2 are each individually selected from C_1 to C_{22} alkyl and C_1 to C_{22} mono or dihydroxyalkyl, or two of R, R^1 and R^2 together with the nitrogen atom to which they are attached form a C_3 to C_6 saturated or unsaturated ring optionally containing in the ring one or more additional hetero atoms selected from O, S and N atoms; R^3 and R^4 are each individually selected from C_1 to C_6 alkyl, C_1 to C_6 hydroxyalkyl, C_1 to C_6 alkoxy, C_1 to C_6 aminoalkyl or R^3 and R^4 together form a C_1 to C_5 alkylene group; and R^5 is selected from C_1 to C_{22} alkyl and C_1 to C_{22} mono or dihydroxyalkyl.